



Washington's Birthday Celebration Association™

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WBCA Announces Parade Application Deadline

LAREDO, TX (November 1, 2010) – The Washington's Birthday Celebration Association (WBCA) Parade Committees announced applications for the 2011 IBC Youth Parade Under the Stars and Anheuser-Busch Washington's Birthday Parades are now available, with application deadlines set for Wednesday, December 1, 2010.

Applications were sent out at the end of October to allow each potential applicant time to complete the forms properly; Updated applications can now be downloaded from the WBCA website – www.wbcalaredo.org by clicking on the Parades tab on the homepage, or may be picked up at the WBCA office, located at 1819 E. Hillside Road during business hours: Monday – Friday, 8:30 a.m. to 5:30 p.m.

Both parades will be sharing the same unifying theme this year: "From Sea to Shining Sea." Parade Chairpersons ask entries to showcase all that America holds dear — from her National monuments to our natural/environmental treasures from coast to coast. Be creative and colorful and show off all those things that make America beautiful. Parade committees ask groups to think about the theme and how it relates to your entry, organization or school. Answer what "From Sea to Shining Sea" means to you since it can mean many things to different people.

"This year's parade theme, from Sea to Shinning Sea really lends itself to a broad and grandiose representation of what a variety of individuals believe makes this country standout and I'm excited to see the end result," stated Natalie Hernandez, WBCA Board Member and Co-Chairperson of the 2011 Anheuser-Busch Washington's Birthday Parade.

The IBC Youth Parade Under the Stars is scheduled to take place on Thursday, February 17, 2011. This illuminated evening parade highlights the talented youth of Laredo as they promenade over the streets of Downtown Laredo and entertain the crowds with their dance routines, marching units and fully decorated floats.

The Anheuser-Busch Washington's Birthday Parade will take place on Saturday, February 19, 2011. Referred to as the "crown jewel" of the Celebration, this international parade is led by the ever-popular Anheuser-Busch Clydesdales and features dazzling floats from all over South Texas. During this parade, Princess Pocahontas is presented with a key to the City by the Mayor of Laredo; the Society of Martha Washington debutantes display their beautifully beaded, glittering gowns; and bands, marching units, clowns and dance teams perform for the crowds making this a truly unforgettable event.

"We are delighted to have Anheuser-Busch and IBC as parade sponsors once again," WBCA president Susan Foster said. "Our efforts to ensure successful parades have already begun and I would like to express my thanks to the parade chairpersons, participants and each of the committee volunteers for their time and dedication toward making these parades exciting and safe for all," she continued.

The entry fee for either of the two parades for non-profit tax exempt organizations is \$20 and \$250 for commercial entries. An additional fee of \$20 is required for all floats and entries with generators to cover the expense of the fire department permit fee. Any applications received after the December 1st deadline will be assessed a one hundred dollar (\$100) late fee.

The WBCA Parade Committees will hold a mandatory orientation meeting on Thursday, January 13, 2011 at 6:00 p.m. at the Laredo Civic Center, meeting rooms 1, 2 & 3 to issue entry numbers, maps and review the instructions for participation.

The Washington's Birthday Celebration, founded in 1898, is the largest Celebration of its kind in the nation. The almost month-long festivities attract nearly half-a-million attendees each year contributing to an estimated \$14 million to the local economy. Events include an eye-opening fireworks display, lively parades, majestic pageants, an elegant night of wine tasting, a thrilling air show, a carnival that offers exhilarating rides and games, a Mardi-Gras style street celebration, and one of the hottest events in the nation...the world-famous Jalapeño Festival. It truly is "The Celebration with Something for Everyone!"

The Washington's Birthday Celebration is ranked as one of the Top 100 Events in North America for 2011 by the American Bus Association (ABA) because of the excellent entertainment value it offers to both tour groups and individual travelers from around the world. ABA's 2011 Top 100 Events Selection Committee selected the Washington's Birthday Celebration from among a record number of more than 650 event nominations submitted by ABA members.

The 114th Washington's Birthday Celebration will take place from January 20 through February 20, 2011.

For additional information email us at [wbca@wbcalaredo.org](mailto:wbcawbcalaredo.org) or contact the WBCA office at (956) 722-0589 or visit us at 1819 E. Hillside Road in Laredo, TX.

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